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51206   7590   07/11/2008

TOWNSEND AND TOWNSEND AND CREW LLP
TWO EMBARCADERO CENTER
8TH FLOOR
SAN FRANCISCO, CA 94111-3834

EXAMINER
POND, ROBERT M

ART UNIT	PAPER NUMBER
3625	

DATE MAILED: 07/11/2008

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/483,388	01/13/2000	Chun R. Xia	021756-015700US	8312

TITLE OF INVENTION: SYSTEM AND METHOD FOR PROVIDING A DISTRIBUTED MARKETING PRESENTATION

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	$1440	$0	$0	$1440	10/14/2008

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

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If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PTOL-85 (Rev. 08/07) Approved for use through 08/31/2010.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: <u>Mail</u> Mail Stop ISSUE FEE
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51206        7590        07/11/2008
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_____ (Depositor's name)

_____ (Signature)

_____ (Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/483,388	01/13/2000	Chun R. Xia	021756-015700US	8312

TITLE OF INVENTION: SYSTEM AND METHOD FOR PROVIDING A DISTRIBUTED MARKETING PRESENTATION

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	$1440	$0	$0	$1440	10/14/2008

EXAMINER	ART UNIT	CLASS-SUBCLASS
POND, ROBERT M	3625	705-027000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

❑ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

❑ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

(2) the name of a single firm (having as a member a registered patent attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 _____

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3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent) : ❑ Individual ❑ Corporation or other private group entity ❑ Government

4a. The following fee(s) are submitted:

❑ Issue Fee

❑ Publication Fee (No small entity discount permitted)

❑ Advance Order - # of Copies _____

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❑ A check is enclosed.

❑ Payment by credit card. Form PTO-2038 is attached.

❑ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

❑ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

❑ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/483,388	01/13/2000	Chun R. Xia	021756-015700US	8312

			EXAMINER
51206	7590	07/11/2008	POND, ROBERT M

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ART UNIT	PAPER NUMBER
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DATE MAILED: 07/11/2008

Determination of Patent Term Extension under 35 U.S.C. 154 (b)
(application filed after June 7, 1995 but prior to May 29, 2000)

The Patent Term Extension is 0 day(s). Any patent to issue from the above-identified application will include an indication of the 0 day extension on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Extension is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

	Application No.	Applicant(s)	
Notice of Allowability	09/483,388	XIA ET AL.	
	Examiner	Art Unit	
	Robert M. Pond	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--
All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to _Amendment (3/31/08) and Examiner's Amendment (#20080702)_.

2. ☒ The allowed claim(s) is/are _45-48 and 50-59_.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

        a) ☐ All   b) ☐ Some*   c) ☐ None of the:

            1. ☐ Certified copies of the priority documents have been received.

            2. ☐ Certified copies of the priority documents have been received in Application No. _____ .

            3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

     * Certified copies not received: _____ .

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.

    (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached

        1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____ .

    (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____ .

    Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)

2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____

4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material

5. ☐ Notice of Informal Patent Application

6. ☒ Interview Summary (PTO-413), Paper No./Mail Date _20080630_ .

7. ☒ Examiner's Amendment/Comment

8. ☒ Examiner's Statement of Reasons for Allowance

9. ☐ Other _____ .

/Robert M. Pond/
Primary Examiner, Art Unit 3625

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes

and/or additions be unacceptable to applicant, an amendment may be filed as

provided by 37 CFR 1.312. To ensure consideration of such an amendment, it

MUST be submitted no later than the payment of the issue fee.

Authorization

Authorization for this examiner's amendment was given in a telephone

interview with Mr. Jason D. Lohr, #48,163 on July 03, 2008.

Claims Allowed

Claims 45-48 and 50-59 entered 31 March 2008 are allowed. Claims 1-44

and 49 are canceled.

In the Claims

The claims entered 31 March 2008 have been amended as follows:

- Delete claim 45 in its entirety and insert therefore:

- -45. A computer implemented method of providing marketing content to be

displayed to a user viewing a page of information, comprising:

associating a marketing object container with a portion of a page of

information to be displayed to the user, the marketing object container including

information identifying a container capacity and at least one of a location and a size of the corresponding portion;

selecting by an entity a plurality of marketing objects to be associated with the marketing object container, each of the marketing objects able to be inserted into the marketing object container and including marketing object information able to be displayed in the portion of the page;

selecting by the entity a plurality of marketing attributes to be associated with the marketing object container, the marketing attributes including at least one of timing and priority information for use in determining which of the plurality of marketing objects to be displayed to the user, the entity selecting the plurality of marketing objects and plurality of marketing attributes using a workspace able to display user-selectable information relating to the marketing object container;

receiving a request from the user to display the page of information;

in response to the request, analyzing the plurality of marketing attributes and the plurality of marketing objects to select the marketing objects to be displayed in the corresponding portion of the page of information, the selected marketing objects having object attributes matching at least some of the marketing attributes; and

in response to selecting the marketing objects to be displayed, dynamically generating a display for the user in the portion of the page corresponding to the marketing object container, including marketing object information for a number

of the selected marketing objects up to the container capacity of the marketing
object container,

wherein the steps of selecting the plurality of marketing objects to be
associated with the marketing object container and selecting the plurality of
marketing attributes to be associated with the marketing object container are
performed by the entity other than a provider of the page of information.- -

- In claim 46, claim line 1, before "method" insert therefore: - -computer
  implemented- -

- Delete claim 47 in its entirety and insert therefore:

- -47. A computer implemented method according to claim 45, wherein
determining which of the selection of marketing objects to display to the user
further includes examining a profile of the user.- -

- In claim 48, claim line 1, before "method" insert therefore: - -computer
  implemented- -

- Delete claim 50 in its entirety and insert therefore:

- -50. A computer implemented method of providing marketing content to be
displayed to a user viewing a Web page, comprising:

associating a marketing object container with a portion of a Web page to be
displayed for a Web site, the marketing object container including information
identifying a container capacity and at least one of a location and a size of the
corresponding portion;

selecting by an entity a plurality of marketing objects to be associated with the marketing object container;

selecting by an entity a plurality of marketing attributes to be associated with the marketing object container, the marketing attributes including at least one of timing and priority information for use in determining which of the plurality of marketing objects to be displayed to the user, the entity selecting the plurality of marketing objects and plurality of marketing attributes using a workspace able to display user-selectable information relating to the marketing object container;

tracking the behavior of the user of the Web site;

in response to receiving a request from the user for the Web page, analyzing the plurality of marketing attributes and the tracked behavior of the user to select the marketing objects to be displayed in the portion of the Web page, the selected marketing objects having object attributes matching at least some of the marketing attributes; and

in response to selecting the marketing objects to be displayed, dynamically generating the Web page to be displayed, the portion corresponding to the marketing object container including marketing object information for a number of the selected marketing objects up to the container capacity of the marketing object container,

wherein selecting the plurality of marketing objects to be associated with the marketing object container and selecting the plurality of marketing attributes to be

associated with the marketing object container are performed by the entity other than a provider of the Web site.- -

- In claim 51, claim line 1, before "method" insert therefore: - -computer implemented- -

- In claim 52, claim line 1, before "method" insert therefore: - -computer implemented- -

- Delete claim 53 in its entirety and insert therefore:

- -53. A computer implemented method according to claim 50, wherein determining which of the selection of marketing objects to display to a user further includes examining a profile of the user.- -

- Delete claim 54 in its entirety and insert therefore:

- -54. A computer implemented method of marketing objects to users of a second party Web site, comprising:

providing a first marketing object container associated with a first party, the first marketing object container including information identifying a container capacity and at least one of a location and a size of the corresponding portion;

selecting by the first party a plurality of marketing objects of the first party to be associated with the first marketing object container, each of the marketing objects able to be inserted into the marketing object container and including marketing object information able to be displayed to a user;

selecting by the first party a plurality of marketing attributes to be associated with the first marketing object container, the marketing attributes including at

least one of timing and priority information for use in determining which of the plurality of marketing objects to be displayed to the user, the first party selecting the plurality of marketing objects and plurality of marketing attributes using a workspace able to display user-selectable information relating to the marketing object container;

associating the first marketing object container with a portion of a Web page for a first Web site for a second party;

receiving a request for the Web page from the user; in response to the request, analyzing the plurality of marketing attributes and the plurality of marketing objects to select the marketing objects to be displayed in the portion of the Web page, the selected marketing objects having object attributes matching at least some of the marketing attributes; and

in response to selecting the marketing objects to be displayed, dynamically generating the Web page to be displayed to the user, the portion of the page corresponding to the first marketing object container including marketing object information for a number of the selected marketing objects up to the container capacity of the first marketing object container.- -

- In claim 55, claim line 1, before "method" insert therefore: - -computer implemented- -
- In claim 56, claim line 1, before "method" insert therefore: - -computer implemented- -

- In claim 57, claim line 1, before "method" insert therefore: - -computer implemented- -

- Delete claim 58 in its entirety and insert therefore:

- -58. A computer program product including computer code stored on a computer readable medium, the computer code executable on a computer for providing marketing content to be displayed to a user, the computer program product comprising:

computer code associating a marketing object container with a portion of a page of information to be displayed to the user, the marketing object container including information identifying a container capacity and at least one of a location and a size of the corresponding portion;

computer code enabling selecting by an entity a plurality of marketing objects to be associated with the marketing object container, each of the marketing objects to be inserted into the marketing object container and including marketing object information to be displayed in the portion of the page;

computer code enabling selecting by the entity a plurality of marketing attributes to be associated with the marketing object container, the marketing attributes including at least one of timing and priority information for use in determining which of the plurality of marketing objects to be displayed to the user, the entity selecting the plurality of marketing objects and plurality of marketing attributes using a workspace able to display user-selectable information relating to the marketing object container;

computer code, in response to receiving a request from the user, analyzing the plurality of marketing attributes and the plurality of marketing objects to select the marketing objects to be displayed in the corresponding portion of the page of information, the selected marketing objects having object attributes matching at least some of the marketing attributes; and

computer code in response to selecting the marketing objects to be displayed, dynamically generating a display for the user, in the portion of the page corresponding to the marketing object container, including marketing object information for a number of the selected marketing objects up to the container capacity of the marketing object container,

wherein selecting the plurality of marketing objects to be associated with the marketing object container and selecting the plurality of marketing attributes to be associated with the marketing object container are performed by the entity other than a provider of the page of information.- -

- Delete claim 59 in its entirety and insert therefore:

- -59. A computer program product including computer code stored on a computer readable medium, the computer code executable on a computer for providing marketing content to be displayed to a user, the computer program product comprising:

computer code associating a marketing object container with a portion of a Web page to be displayed for a Web site, the marketing object container

including information identifying a container capacity and at least one of a

location and a size of the corresponding portion;

computer code enabling selecting by an entity a plurality of marketing objects

to be associated with the marketing object container;

computer code enabling selecting by the entity a plurality of marketing

attributes to be associated with the marketing object container, the marketing

attributes including at least one of timing and priority information for use in

determining which of the plurality of marketing objects to be displayed to the

user, the entity selecting the plurality of marketing objects and plurality of

marketing attributes using a workspace able to display user- selectable

information relating to the marketing object container;

computer code - tracking the behavior of the user of the Web site;

computer code, in response to receiving a request from the user for the Web

page, analyzing the plurality of marketing attributes and the tracked behavior of

the user to select the marketing objects to be displayed in the portion of the Web

page, the selected marketing objects having object attributes matching at least

some of the marketing attributes; and

computer code, in response to selecting the marketing objects to be

displayed, dynamically generating the Web page to be displayed, the portion

corresponding to the marketing object container including marketing object

information for a number of the selected marketing objects up to the container

capacity of the marketing object container,

wherein selecting the plurality of marketing objects to be associated with the

marketing object container and selecting the plurality of marketing attributes to be

associated with the marketing object container are performed by the entity other

than the provider of the Web site.- -

In the Drawings

Correction to Figure 1 was entered 15 August 2003 with hand-written

correction separate from formal drawings entered 04 October 2004 for Figures 2-

17. The total number of drawing pages is 20. Figure 1 correction is approved.

Formal drawings for Figures 2-17 were approved 25 March 2005 (paper

#20050314).

Reasons for Allowance

The following is an examiner's statement of reasons for allowance:

The field of invention pertains to presenting marketing information generated

by a computer system and specifically pertains to dynamically displaying to a

user web page content associated with a marketing object container created by

an entity using marketing objects.

Regarding claim 45: Marketing people typically had to notify technical

personnel who could update a web site according to the directions given by the

marketing personnel. The marketing person thus was kept a step away from the

final creative product, and marketing people were discouraged from making

changes to the site due to the cost and complexity of having a technical person
change the code for the site each time a change was desired. The claimed
invention provides a workspace where a marketing person can simply select
objects to create or update a portion of the page, without any need for manual
changing of the code.

The claimed invention displays dynamically generated content in response to
a user request by analyzing the objects and attributes for the container at
substantially the time of the request, determining which marketing objects should
be displayed at that time, and then generating the display for the user. This is
advantageous because the portion of the page, for example information for a
specific marketing campaign, can be dynamically generated at the time of the
request without having to alter or regenerate the entire page. As claimed, the
association of the objects and attributes with the container is able to be done by
a third party other than the parties providing and viewing the page. This is
advantageous because a marketing company, for example, can select and
change over time which objects should be displayed to a user at any particular
time, without requiring access or the ability to change anything about the page
into which the objects are to be displayed. Having the ability to alter the
marketing objects and attributes associated with the container, the marketing
company can effectively control what is displayed in that portion of the web site
without otherwise having any control over that site.

Neither the previously cited prior art nor closest prior art noted below alone or in combination with other prior art teach and suggest the combinations of methods as claimed: an entity using a workspace to place marketing objects and marketing attributes including at least one of timing and priority into a marketing object container, the container having an identified capacity, location and size associated with a portion of a page to be displayed to a user; and upon receiving a request from the user to display a page, the computer implement method analyzes the marketing objects and marketing attributes and dynamically generates a display for the user in the portion of the page corresponding to the marketing object container.

Regarding claims 50, 54, 58 and 59: Rationale as noted above applies claims 50, 54, 58 and 59.

Closest US Patent/Patent Publication Prior Art

Bernardo (US 6,219,680) and D'Arlach (US 6,026,433) supersede previously cited prior art Gerace as closer prior art. Both Bernardo and D'Arlach disclose techniques of permitting the creation of a web site pages by someone lacking HTML coding skills. Neither Bernardo nor D'Arlach alone or in combination with other cited prior art teach and suggest the combinations of methods as claimed: an entity using a workspace to place marketing objects with attributes including at least one of timing and priority into a marketing object container, the container having an identified capacity, location and size associated with a portion of a page to be displayed to a user; and upon receiving a request from the user to

display a page, the computer implemented method analyzes the marketing

objects and marketing attributes and dynamically generates a display for the user

in the portion of the page corresponding to the marketing object container.

Bernardo and D'Arlach specially fail to disclose alone or teach and suggest

dynamically generating the display in a portion of the marketing container and

any aspects of timing and priority. Forward and backward citations of Bernardo,

D'Arlach and Gerace failed to produce closer prior art that either disclos or teach

and suggest the claimed combination of methods.

Closest Non-patent Literature Prior Art

Shankar (PTO-892, Item U) discloses iNet Developer, a browser-based web

site editing tool which represents the iNet site as a container and facilitates the

creation of dynamic pages. Shankar alone or in combination with other prior art

does not teach and suggest the combinations of methods as claimed: an entity

using a workspace to place marketing objects and marketing attributes including

at least one of timing and priority into a marketing object container, the container

having an identified capacity, location and size associated with a portion of a

page to be displayed to a user; and upon receiving a request from the user to

display a page, the computer implement method analyzes the marketing objects

and marketing attributes and dynamically generates a display for the user in the

portion of the page corresponding to the marketing object container.

McDermott (IDS, 15 September 2003) discloses WebForm Wizard, a

software application that simplifies web page creation by eliminating the task of

writing web server code. McDermott alone or in combination with other prior art
does not teach and suggest the combinations of methods as claimed: an entity
using a workspace to place marketing objects with attributes including at least
one of timing and priority into a marketing object container, the container having
an identified capacity, location and size associated with a portion of a page to be
displayed to a user; and upon receiving a request from the user to display a
page, the computer implemented method analyzes the marketing objects and
marketing attributes and dynamically generates a display for the user in the
portion of the page corresponding to the marketing object container.

Conclusion

Any comments considered necessary by applicant must be submitted no later
than the payment of the issue fee and, to avoid processing delays, should
preferably accompany the issue fee. Such submissions should be clearly labeled
"Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from
the examiner should be directed to Robert M. Pond whose telephone number is
571-272-6760. The examiner can normally be reached on 8:30AM-5:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the
examiner's supervisor, Mr. Jeff Smith can be reached on 571-272-6763. The fax
phone number for the organization where this application or proceeding is
assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for

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Status information for unpublished applications is available through Private PAIR

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direct.uspto.gov. Should you have questions on access to the Private PAIR

system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-

free). If you would like assistance from a USPTO Customer Service

Representative or access to the automated information system, call 800-786-

9199 (IN USA OR CANADA) or 571-272-1000.

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